

WEST

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L4: Entry 1 of 1

File: USPT

Apr 30, 2002

DOCUMENT-IDENTIFIER: US 6381583 B1

TITLE: Interactive electronic shopping system and method

US Patent No. (1):
6381583Detailed Description Text (30):

In general, traveling through the store involves the programming of one or more of the computers 18, 20 to determine the location of the shopper, access data, and display the retrieved data. This involves data transfers between the computer 18 and the respective computer 20 whereby the desired data to be displayed is provided to the local computer 20. One way to determine the location of the shopper in the store is via a cursor 34 displayed on the screen as shown in FIG. 4. This location of the cursor 34 is oriented relative to the computer program defined three-dimensional space coordinate system set up for the shopping facility and providing one means of identifying the digitally recorded images. Once the shopper enters the shopping facility, the computer 18 or 20 keeps track of where the cursor 34 is located within the virtual three-dimensional space and the computer 18 or 20 causes the associated data within a predetermined region of that location to be displayed, again such as illustrated in FIG. 4 (and FIGS. 5 and 6). That is, the computer programming can be defined with preset spatial parameters that define the range of x-y-z coordinates to be shown at any given cursor location. This can be a fixed range, or different ranges depending upon the various positions within each aisle, for example, or as otherwise desired.

Detailed Description Text (34):

To obtain data by which the different views shown in FIGS. 4-9 can be provided, the digital camera 8 can be moved throughout the store to capture all of the images and this raw data stored in the computer 18. The computer programming is set up to define specific image ranges within each location of the cursor 34 so that under shopper control of the control means 14, the cursor location within the store can be noted and the images within the appropriate range of that location displayed. As the cursor 34 is moved and other control information given to the computer 18 or 20, movement along an aisle and zoom in and zoom out views can be shown. Alternatively, discrete segments of the store can be stored in the memory and these discrete segments pulled up and displayed as the cursor 34 reaches appropriate locations within the three-dimensional coordinate system set up for the interior of the shopping facility.

Other Reference Publication (4):

Dialog file 636, Account No. 01898063: Bothwell "New For P.C.: Autodesk's 3D Home Design" NewsWire, General Trade, Sep. 1992.*

Other Reference Publication (6):

Dialog File 275, account No. 01390558: Jonathan "Virtus Walkthrough," 3D, n31, p17(2), Nov. 1990.*